

To: Clay, Tina D., Bieker, Kevin, Metzger, Vicki, Anderson, Kathy, Heath, Lu A., Mackie, Larry, Ganschaw, Ellen F., Richey, Jeanne, Furness, Sharon, Ellison, Belinda, Campbell, Judy, Hope, Jeffrey J., Douvas, Hilda, Lennon, Audrey, Kinser, Trish, Buwalda, Deania, Hill, Patricia L.
From: 2148 - Knoxville Chain (KOKOTJ)
Posted: 2/24/97 14:50
Opened: 2/24/97 16:41
Subject: PILOT CORPORATION, CID 0562-00-00

LADIES & GENTLEMEN:

PILOT OIL IS HEADQUARTERED IN KNOXVILLE, TN, BUT AS I AM SURE YOU ARE ALL AWARE, HAS STORES THAT ARE LOCATED IN ALMOST EVERY REGION OF RJR. AS A RESULT OF THIS, WE HAVE EXPERIENCED PROBLEMS IN TRACKING THEIR NATIONAL PROMOTIONS.

PILOT CORPORATE HAS REQUESTED THAT OUR KAM, TONY TRESS, PROVIDE THEM WITH WHAT THEY REFER TO AS "DEAL SHEETS" FOR EACH OF OUR QUARTERLY PROMOTIONS. EACH OF THESE SHEETS ARE SIGNED OFF ON BY THEIR MANAGER OF PURCHASING, BILL LOMINAC, AND WE USE THEM TO FAX TO PILOT'S SUPPLIERS TO GIVE THEM AUTHORIZATION TO SHIP THESE NATIONAL PROMOTIONS TO EACH OF PILOTS STORES.

LAST WEEK WE FAXED THE MARCH DORAL B2G1F (FROM THE 2ND QUARTER WORKPLAN IN REGION 2100) PROMOTION TO ALL OF PILOT'S SUPPLIERS, AND WITHIN A FEW MINUTES, RECEIVED A CALL FROM ONE OF THE SUPPLIERS SAYING THAT THEY WERE NOT AWARE OF THE PROMOTION.

DUE TO THE FACT THAT EACH RJR REGION HAS A "WINDOW" WHICH ALLOWS THEM THE FLEXIBILITY OF CHOOSING WHEN THEY WILL RUN THE NATIONAL PROMOTIONS, IT IS CONCEIVABLE THAT THE MONTH IN WHICH A PROMOTION RUNS MAY VARY FROM REGION TO REGION.

IT IS WITH THIS INFORMATION, THAT I WOULD LIKE TO REQUEST THAT EACH OF YOU PROVIDE ME WITH YOUR NATIONAL PROMOTIONS FOR 2ND QUARTER 1997. I HAVE ATTACHED A "1997 PROMOTION CALENDAR" THAT DETAILS ALL OF THE PROMOTIONS FOR THE YEAR, AND ALSO A "2ND QUARTER 1997" PROMOTION CALENDAR THAT WE PROVIDE TO EACH OF OUR CHAINS.

PLEASE MAKE WHATEVER CHANGES ARE NECESSARY TO REFLECT YOUR REGION'S PROMOTIONS, INCLUDING THE NAME OF THE PROMOTION, BRAND STYLES, NO. OF CARTONS BEING SHIPPED FOR EACH BRAND STYLE, PROMOTIONAL UPC #, & SHIP TO RETAIL DATE. THIS INFORMATION WILL HELP ME WHEN PREPARING THE INFORMATION THAT PILOT HAS REQUESTED.

IF IT WOULD BE CONVENIENT FOR YOU, JUST MARK YOUR CHANGES ON THE TWO CALENDARS THAT ARE ATTACHED, AND FAX BACK TO ME AT (423) 690-1823, OR MAKE THE CHANGES AND E-MAIL BACK TO "2148". I WOULD APPRECIATE YOUR RESPONSE BY FRIDAY, MARCH 7, SO THAT I WILL HAVE TIME TO PREPARE THE NECESSARY INFORMATION FOR PILOT'S 2ND QUARTER PROMOTIONS.

IF YOU HAVE ANY QUESTIONS, PLEASE DO NOT HESITATE TO CONTACT ME AT (423) 670-1140.

THANK YOU IN ADVANCE FOR YOUR ASSISTANCE WITH THIS CHAIN.

JANET KOKOT
KNOXVILLE CHAIN #2148

Promotional
Calendar sent
2/26/97

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